



CALPEEK

CALIFORNIA POLITICAL WEEK

P.O. BOX 1468, BEVERLY HILLS, CA 90213 (310) 659-0205
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OCT. 31, 1994

VOL. XVI
No. 41

BALLOT MEASURE UPDATE: #188 - VOTER KNOW WHO IS BEHIND THIS MULTI-MILLION CAMPAIGN.

Editor's note: The official title of this initiative is *Smoking and Tobacco Products. Local Preemption. State-wide Regulation*. It was placed on the ballot by Philip Morris, Inc., the worlds largest tobacco company. Here is CALPEEK's update & analysis...

...According to an L.A. Times survey (Oct. 22-25) of likely voters, Prop. 188 is **losing** by a 55% to 37% margin, with 8% undecided. An earlier July survey by the Field Poll showed 188 leading by a 52% to 38% margin - almost the exact opposite. The *drop in support* has occurred because voters are learning that tobacco companies are the main financial backers of 188. The initiative would kill all local laws restricting smoking and would substitute a less restrictive and uniform statewide law...

...Coalition For A Healthy Calif., NO on 188, has launched a \$200,000 to \$400,000 radio blitz featuring the very *credible* and former U.S. Surgeon General, Dr. C. Everett Koop, as the chief spokesperson. The radio spots went up the day before the latest LAT survey came out of the field --- so it's unlikely that small bit of advertising had much impact. The NO on 188 radio ad campaign was put together by consultant Leo McElroy. Despite the radio campaign, YES on 188, with it's multi-million dollar TV/radio/billboard/mail campaign will greatly outspend the NO side...

...But the NO side has received outside help. The State of CA (Dept. of Health Services) is airing more and more of those *anti-smoking/anti-tobacco* radio/TV ads. And then there's that newspaper/radio/tv campaign being run by the Public Media Center of S.F., a non-profit, educational group which is pumping in \$2-4 million for ads about 188. Most of the money for this educational effort comes from the Alliance Health Sys-

tems Foundation and the CA Wellness Foundation.

The ad copy is taken directly from the voter's pamphlet and is supposedly neutral -- but the way it's laid out (or heard on the radio/tv) you'd almost think these ads were designed by the NO side. In one ad, the copy lists the top 5 contributors to each side. The YES side has Philip Morris; R.J. Reynolds, etc. The NO side lists the American Cancer Society, American Lung Association, etc. You get the idea. Most of the news media editorials are going **against** 188. Bottomline: based on the new data, our best guess is that this initiative will lose. Stay tuned...

ATTY. GENERAL's RACE: POLLY KLAAS MURDER NOW PART OF NEGATIVE CAMPAIGN BY UMBERG.

Editor's note: With a week to go before the Nov. 8th election, the battle between incumbent AG Dan Lungren(R) and Assemblyman Tom Umberg(D) has taken a very negative turn. Here's our update & analysis...

...It was never going to be an easy campaign for Umberg. Just about everyone knew that sooner or later he had to go negative to create doubts about Lungren. So it doesn't shock most insiders that Umberg's first ad is driving Lungren *up the wall*. Somehow Lungren managed to get wind of Umberg's hit TV spot before it aired and held a news conference to denounce the attack. *Defusing the bomb before it's dropped*...

...The hit ad features Joe Klaas, grandfather of Polly Klaas, the 12-year-old whose murder got national headlines. Her tragic murder was directly responsible for the huge anti-crime binge that politicians have been on ever since...

...The Umberg ad says Lungren was partly responsible for Polly's murder because he cut funding for a statewide computer database which might have allowed

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deputies to catch her killer, Richard Allen Davis, whom officers had stopped. While the ad may be factual in a technical sense, to say that Lungren was even remotely responsible for Polly Klaas's death borders on being *outrageous*. L.A. Co. Sheriff Sherman Block called the Umberg ad, "Sick & disgusting." The ad just doesn't fly, but Joe Klaas and Umberg disagree...

...At a news conference with Umberg, Klaas blasted not only Lungren, but also Gov. Pete Wilson and Michael Huffington. He said, "They are dancing a jig on Polly's grave, and that is sleaze." Huffington is a co-chair of "3 Strikes" (Prop. 184) and Wilson has made crime (lock up the thugs) a key part of his campaign. As for Lungren vs. Umberg, most insiders continue to rate the incumbent as the favorite --- no surprise...

...FYI: Many sources continue to think 184 will win and the latest L.A. Times survey shows 57% in favor and 32% against, with 11% undecided. For those who may be confused, the current law (signed by Wilson in the Spring) is identical to Prop. 184. So why is the initiative needed? It really isn't and that is the tone of news media editorials which have come out *against* 184. Newspapers against 184 include the BEE, SF Examiner & Chron, L.A. Times, San Jose Mercury News and even the Orange Co. Register. Stay tuned...

U.S. HOUSE RACES: FALL ELECTION BATTLES.

Editor's note: Here is another update on key U.S. House battles...

● **6th C.D.** - Although she still appears to have an edge, freshman Demo U.S. Rep. Lynn Woolsey, a former 2-term Petaluma councilwoman, has to be upset that her GOP opponent Mike Nugent has won the endorsement of her hometown newspaper, The Petaluma Argus-Courier, the same paper that endorsed Woolsey in 1992. Very interesting...

● **24th C.D.** - Several Demo sources in the voter-rich San Fernando Valley think U.S. Rep. Tony Beilenson (D), a longtime fixture in Calif. politics, is in trouble against moderate GOPer Rich Sybert. In recent weeks, Beilenson has gone against conventional wisdom by standing with Pres. Bill Clinton. For the 61-year-old lawmaker seeking his 10th term, this might have been a mistake. In addition, he has angered organized labor in the Valley by his YES vote on NAFTA and has angered

liberals with his tough stand on illegal immigrants. In other words, sources think he has alienated part of his base. Still, Beilenson will have a solid mail program and the campaign claims to have more volunteer walkers for a big GOTV effort than in 1992. But in terms of money, Beilenson is nowhere close to his 1992 funding level. On the other hand, he has used his "franked" mail to the tune of \$166,439 and goes into the final week even with Sybert in money (just over \$200,000 for each). Remember Beilenson doesn't take PAC money. As for Sybert, he's raised the money, it's a GOP year and long time incumbents are generally having a tough time. The L.A. Times endorsement of Beilenson (and their negative appraisal of Sybert) could be critical in this close battle. Bottomline: *toss up*...

● **49th C.D.** - Freshman U.S. Rep. Lynn Schenk(D) is in the race of her life as she battles to hold off San Diego Co. Sup. Brian Bilbray(R). In the summer, it looks as though Schenk, who has a huge war chest, would have little trouble with Bilbray. But when summer turned to fall the margin had narrowed and now Schenk is in a very tough race in a district that has only 39% Demo registration. Not good, but she's got solid support from GOP/business types who like her brand of politics. Schenk has been on TV for 5 weeks blasting Bilbray all over the place. He's now on TV too, trying to link Schenk with Pres. Clinton. Bottomline: *very close*. But unlike Beilenson, Schenk is not a long time incumbent and could survive, but the registration in her 49th C.D. is just terrible...

● **43rd C.D.** - (Update) Freshman GOP U.S. Rep. Ken Calvert is either very savvy or just stupid. He recently sent out a mailer from his ex-wife Robin, where she says he *never abused her*. The new mailer was reported in the newspapers, but what's really crazy is that Calvert's Demo opponent, Mark Takano, has never even raised this issue. According to Takano campaign mgr. Cutting Hunter, "He's (Calvert) now running so scared that he's responding to charges we haven't even made." The big question: is there some evidence out there to support such a charge? The L.A. Times endorsed Takano and said, "Calvert does not merit reelection." Stay tuned...

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**PROP. 187 BEGINS TO GRAB NATIONAL HEADLINES
BUT WILL IT DRAW HISPANIC VOTERS TO THE POLLS?**

Editor's note: As we head into the last 8 days before the Nov. 8th election, most eyes are on Prop. 187 -- the measure which would bar illegals from getting health, education or welfare benefits. Here is CALPEEK's update & analysis...

...Leave it to a controversial Calif. initiative to stir up the national news media and cause an increase in news coverage --- just when you thought the news media was falling asleep. With all this increased coverage, is there a trend in this battle over 187???

...If the latest tracking surveys done for the NO on 187 campaign are any indication, then perhaps a win for 187 is no longer a sure bet. The survey shows SOS sliding *downward*. The Oct. 19-23 track shows YES at 46% and NO at 42%. In last week's CALPEEK, YES was at 49% and NO was at 37%. The current L.A. Times survey (Oct. 22-25) of likely voters shows 51% YES to 41% NO, with 8% undecided. That's a big drop from the last LAT poll (59% to 33%)...

...But the bigger question is this: will the controversy and increased media coverage of 187 draw Hispanic voters to the polls in large numbers? The pattern over recent years has shown that while Hispanics make up about 26% of Calif.'s population, only 5% of are registered voters --- and these voters don't usually turn out in large numbers. Demos have made a major effort to register Hispanic voters, but registering is one thing, voting is another. Sources are split as to whether 187 will draw a larger than usual Hispanic vote. And if they vote, most sources think Hispanic voters will turn to Demo Kathleen Brown, who is very much opposed to 187, while others just aren't sure. Earlier polling showed Hispanic voters were split on 187, but the new LAT data shows 65% against to 22% in favor...

...*New developments* - Gov. Wilson has begun airing a new series of ads about illegal immigration. The ads have been *toned down* and don't have that mean, anti-immigrant edge that some seemed to see in those earlier spots. There is some evidence that perhaps voters were turned off by Wilson's old message. And what's very interesting about these new Wilson ads is that they end

with a Vote YES on 187 message on screen. That's got to help the under-funded YES on 187 campaign. And L.A. Co. Sup. Mike Antonovich is funding a YES on 187 cable TV spot which is being shown in 4 So. Calif. counties. The spot was produced by GOP media consultant Don Dornan...

...FYI: The lead tv/radio story and front page news about 187 concerns U.S. senate candidate Michael Huffington, who just last week came out very strong for YES on 187. Turns out that Mr. & Mrs. H employed an *illegal immigrant* in their Santa Barbara home as a nanny for the two kids. When confronted, Huffington blamed his wife, saying she hired the woman. Despite the stuff about applying for a green card and paying the taxes, this disclosure has driven **Huffington's Hypocrisy Index** through the roof. It's a blunder that has put his campaign into a major damage control mode. Stay tuned...

LEGISLATIVE RACES: FALL ELECTION BATTLES.

Editor's note: Here is an update on some key Assembly and State Senate races...

● **28th S.D.** - (Update) In private, the Demo Senate Leadership is more concerned about incumbent State Sen. Ralph Dills(D) than they're letting on. His GOP rival, attorney David Barrett Cohen, has just won the endorsements of the So. Bay Daily Breeze and San Pedro News Pilot. Those newspaper endorsements are important. The editorials were not hostile toward Dills, but just thought that it was time for a change. The key to a Dills win: Demos have got to go all out in Assemblywoman Juanita McDonald's 55th A.D. with a maximum GOTV effort. FYI: can't tell just yet if money is still a problem for Cohen. Bottomline: *toss up*...

● **54th A.D.** - Freshman Demo Assemblywoman Betty Karnette of Long Beach ousted long term GOP lawmaker Gerald Felando in what you'd call a major upset. Granted, it was a Demo year, but a win is a win. In 1994, Karnette faces moderate Steve Kuykendall, a councilman from Rancho Palos Verdes, who upset the conservative favorite in the primary, Jeff Earle. Kuykendall had little money in the primary and did it all by walking and limited mail. In the general, money continues to be a problem for Kuykendall, and there's a question as to whether the GOP Assembly Caucus will go to bat for him. Funds are limited. The key for Kuy-

kendall is Long Beach, Karnette's base. If he can cut into her hold in this area, he has a shot. But remember: Karnette is very popular in Long Beach, even among some Republicans. Demos registered 19,060 new voters in the 54th, bringing registration to 46.2% D vs. 40.7% R. This means the district still leans GOP in registration, but it helps. Bottomline: Karnette still has a *slight edge*...

- **44th A.D.** - Demos have targeted hardline conservative Assemblyman Bill Hoge(R-Pasadena) with former Pasadena PD Chief Bruce Philpot(D). Assembly Demos mounted a major registration drive in the area, registering 24,943 new voters. The registration is now 45.1% D vs. 42.7% R - meaning the 44th is still very much GOP turf. Philpot has made a big deal over the gaming industry contributions (horse racing, card clubs) given to Hoge and even has some colorful billboards with Hoge's name; a heart (loves); and pictures of dice & cards. It's a thinking man's billboard. The big question for Assembly Demos: will they fund the final drive to oust Hoge? Philpot has raised \$100,000 but is about \$6,000 in the red (as of Sept. 30 report). Bottomline: *leans toward Hoge*, unless the Demos pump in lots of money in a last minute attack...

- **45th A.D.** - While the Demos claimed to have registered 14,767 new voters, the Demo registration drive is now under a cloud as the L.A. Co. Registrar has asked the DA Gil Garcetti to investigate suspected **voter fraud**. The problem is that Demo "bounty hunters" may have signed up people who are not eligible to vote. The publicity is not good news for Demo Adam Schiff who is seeking to oust new Assemblyman James Rogan(R), an ex-Demo turned hardline conservative. Registration now stands at 45.8% D vs. 40.8% R, meaning the district still leans Republican. And Rogan has a commanding lead in money - as of the last report. But with headlines such as "*Rogan calls for creationism in public schools*" and Rogan's position in favor of guns, he could scare moderate GOPers enough to cause them to cross party lines. That's the hope, but that also may be wishful thinking. Bottomline: *leans toward Rogan*, unless Assembly Demos help with big bucks...

- **80th A.D.** - Even though Assembly Demos have registered 13,212 new Demo voters, bring registration to 49.0% D vs. 39.7% R, Assembly Republicans have targeted freshman Demo Assemblywoman Julie Born-

stein of Palm Desert with GOP businessman Jim Battin, also of Palm Desert. Bottomline: *leans Demo*, but keep a close watch because an upset could happen...

- **6th S.D.** - (Update) Add a 4th car accident (5/9/94) to the growing list of problems for State Sen. Leroy Greene(D-Sacto) in his battle with Sacto Co. Sup. Dave Cox. No solid issues by Cox, just Leroy's lousy driving record. Greene may still have an edge, but this sort of stuff doesn't help. Stay tuned...

SLATE CARD MADNESS: CRIME SLATE WON'T FLY.
The Peace Officers & Crime Victims United *Authoritative* Law & Order Voter Guide, put together by consultant Allan Hoffenblum, won't be distributed due to lack of support from *statewide candidates*. Hoffenblum told CALPEEK that support from House, Legislative & local candidates was terrific, but not one statewide candidate endorsed by the CA Correctional Peace Officers Assn. (CCPOA) or by Crime Victims United was willing to put up money to get this bi-partisan slate mailed...

...Consultant Leslie Winner reports that the Maxine Waters Sample Ballot Slate won't be produced this cycle. Add Larry Remer & The Primacy Group to those consultants who will produce a slate. Remer's San Diego Co. slate (to both GOP & Demos) will go to about 412,000 voters. FYI: Allan Hoffenblum's big GOP slate (to 1.5 million GOP households) has every major statewide, House & Legislative GOP candidate *except one*. Hoffenblum says U.S. Senate candidate Michael Huffington *won't* be on his slate. Hoffenblum says he tried repeatedly to get a response from the Huffington campaign but they wouldn't return his calls. "The consultants in that campaign don't know the difference between a good GOP slate and a Cheerios box top," Hoffenblum said. Stay tuned...

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